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Best&Less partner with Vinnies to help families cope with back to school costs

The St Vincent de Paul Society is pleased to be partnering with Best&Less for the *Shop for Good* initiative to lend a hand to families across the country struggling to keep up with back to school costs.

The *Shop for Good* initiative is designed to raise funds to provide essential school equipment and uniforms to kids who need it the most. By purchasing a \$2 Vinnies cardboard T-shirt in any Best & Less you can ensure Australian kids are given the best possible start at school in 2014.

Around Australia thousands of families experiencing disadvantage will be sadly forced to make difficult decisions between providing daily necessities for their children or school supplies. This places extra burdens on families already suffering from financial or emotional stress.

St Vincent de Paul Society CEO Michael Perusco explains that the Society assists families throughout the year with energy bills, food and other household items to help alleviate cost of living expenses and hopefully assist people in meeting some of the costs around getting kids ready for school each year.

“Unfortunately, despite this help, families still have to make heartbreaking choices between buying their kids essential school supplies and having enough money to pay electricity bills or putting food on the dinner table,” says Mr Perusco.

State Council President, Ray Reynolds says that the Society’s network of 5000 members across New South Wales will provide assistance to many families in January with school supplies and uniforms.

“Our members will work tirelessly this January to ensure that we assist as many children as possible with back to school supplies. We all know how vital education is to helping break the cycle of poverty and disadvantage; so it is important that no child is left behind when it comes to learning.”

You can help make a difference to a child’s life this year by visiting any Best&Less store around Australia until 2 February 2014 to purchase a \$2 Vinnies cardboard T-shirt.

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